

# ACCOUNT-BASED INFORMATION CONTROL AND EXCHANGE UTILITY

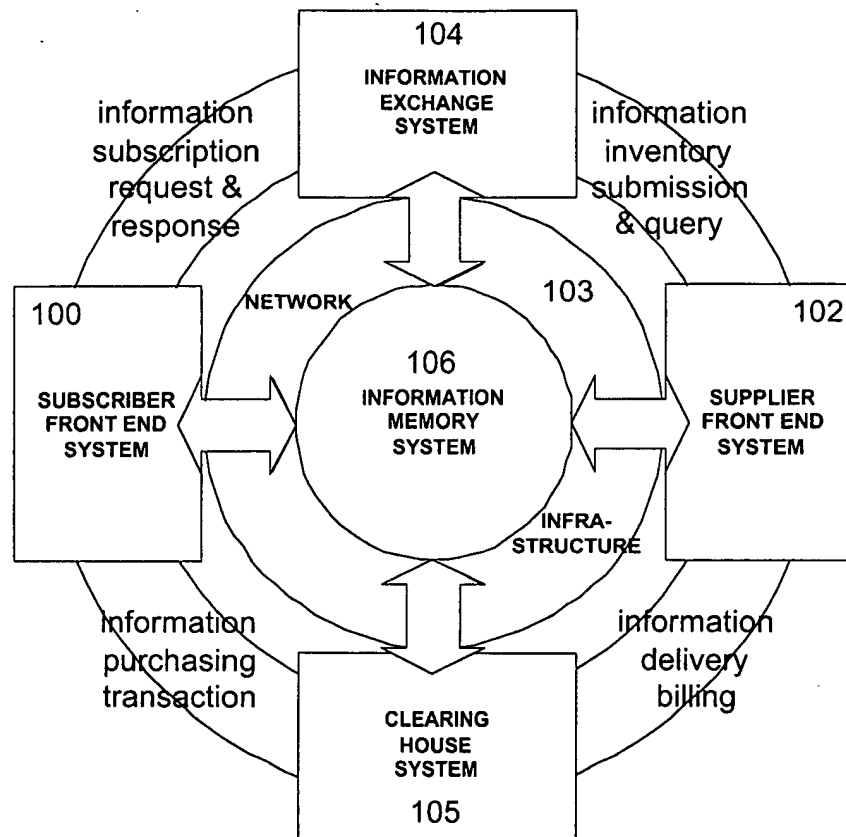
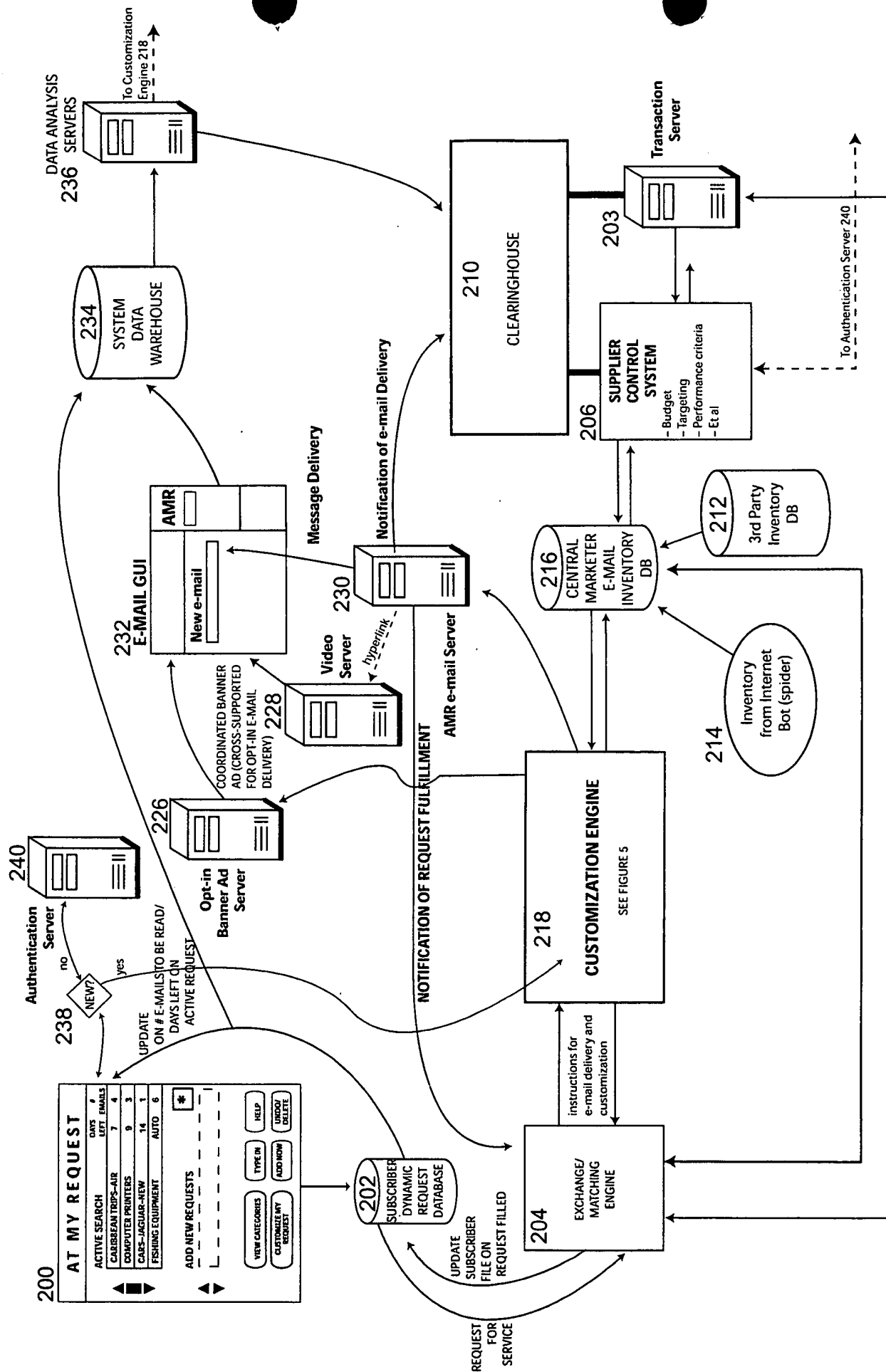


Figure 1



# SYSTEM ARCHITECTURE FOR THE PRESENT INVENTION

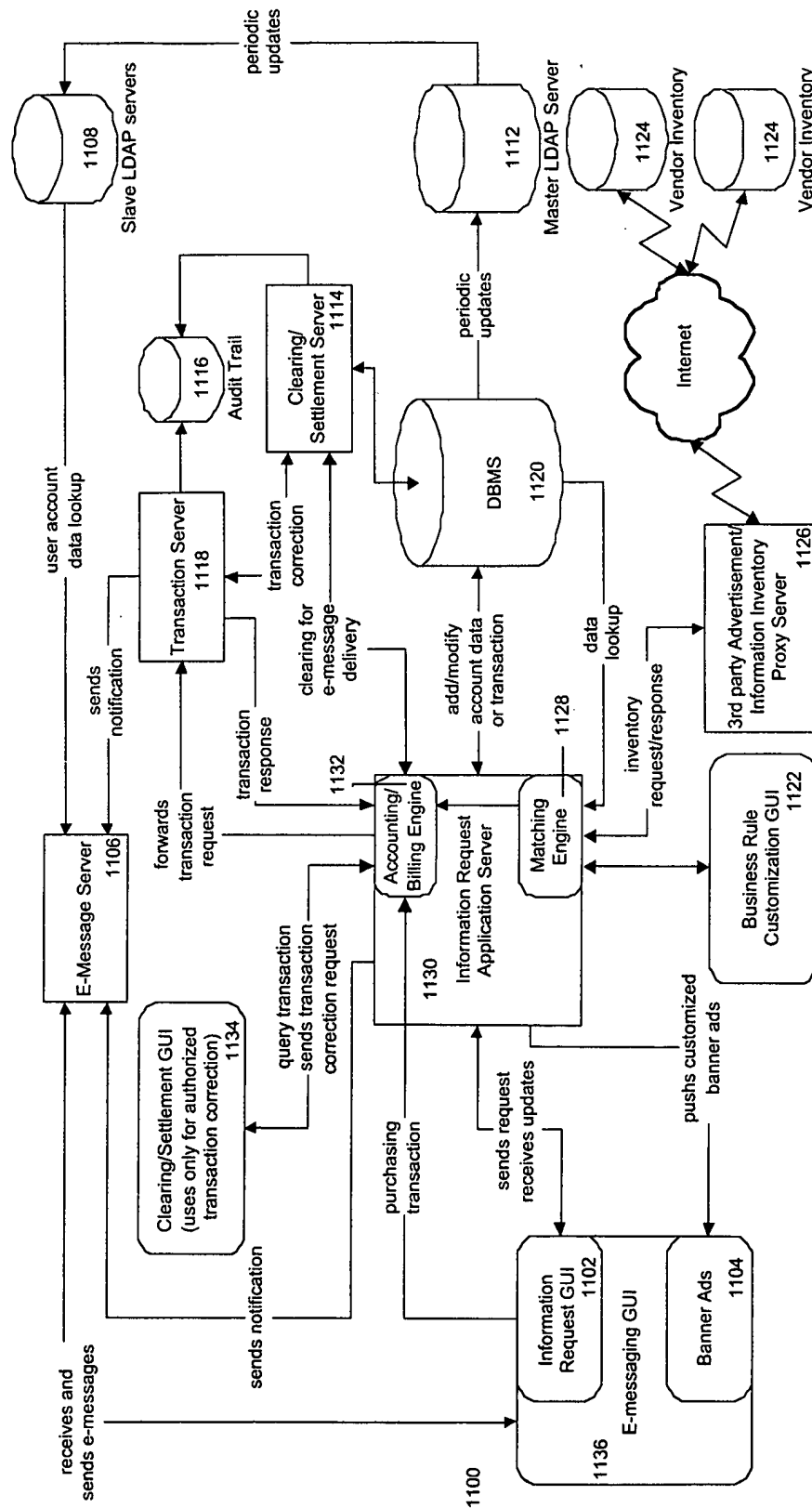


Figure 3

900

# ABC Service Provider e-Mail Service

Welcome

Powered by ZoEmail—Zero Spam, Enhanced Privacy e-Mail

902

920 922 924 926  
Personal Inbox Outbox Draft Trash

904

- ▶ Check Mail 928
- ▶ Compose 930
- ▶ Folders 932
- ▶ Addresses 934
- ▶ Search 936
- ▶ Options 938
- ▶ Help Desk 940
- ▶ Sign Out 942

Search the Web for

906



907

ZoEmail Member Shopping Sites

954

956

910

912

Check All Clear All Empty Trash

Delete

Checked Mail

958

960

	From	Date	Subject	Size
<input type="checkbox"/>				964
<input type="checkbox"/>				966
<input type="checkbox"/>				968
<input type="checkbox"/>				970
<input type="checkbox"/>				972
<input type="checkbox"/>				976
<input type="checkbox"/>				
<input type="checkbox"/>				979
<input type="checkbox"/>				980
<input type="checkbox"/>				982
<input type="checkbox"/>				

908

Lock Box

From	Date	Subject	Size
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

944 946 948

Check All Clear All Empty Trash

Delete

Checked Mail

958

960

914

@ MY REQUEST™

ACTIVE REQUESTS

- ☒ Honeymoon Travel Pkgs.
- ☒ Camping—Western U.S.
- ☒ Projection TV—Best Deals
- ☐ Sport Utility Vehicles

<Type in your Request>

SEND:

SEND:  A LOT

A LITTLE

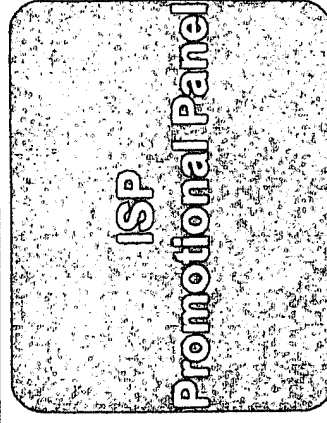
KEEP ACTIVE:

982 5 DAYS WEEKS MONTHS

984 ☐ No Time Limit

986 ☒ Add ☒ Delete 988

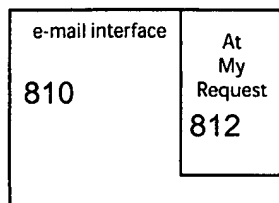
918



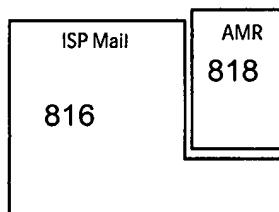
# "AT MY REQUEST"—DYNAMIC ON REQUEST SELECTION ENGINE™: USER-CUSTOMIZED ON SCREEN PERSONAL INFORMATION CONTROL DASHBOARD

800

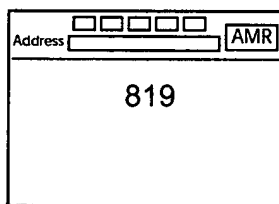
## ALTERNATIVE USER ACCESS



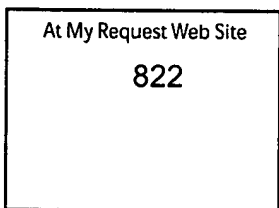
Web-based eMail 808



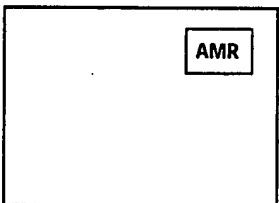
ISP-based eMail with Modular AMR 814



Browser Plug-in/Pull-down 821



Web site for AMR 820



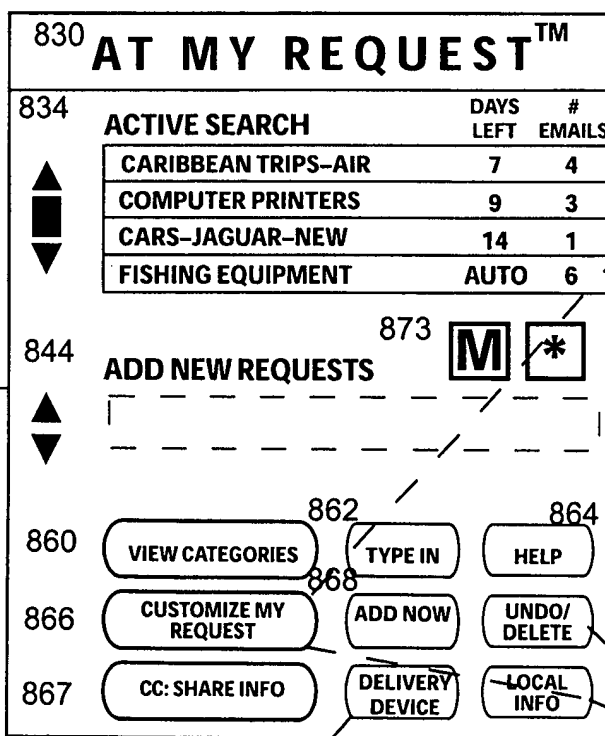
Desktop Application (or Agent) or Thin Client 824

- a) Hyperlink
- b) Java Applet

802

## ON SCREEN AMR FUNCTION

(ON SCREEN)



- Can highlight active requests and see what the custom criteria are that have been set.
- [\*] Flashing means new messages from service.
- CC: SHARE INFO is sent as a forward to friends/family from the AMR user so it doesn't have the appearance of spam. (An opt-out functionality is provided for such recipients.)
- [M] is a button that automatically sets forwarding of the emails to go to a Mobile device (in addition to the desktop default.)
- Local Info button opens new window in which user can designate geographic specifications from which information is desired.

IZABLE INFORMATION CONTROL & EXCHANGE UTILITY

804  
AMR POP UP FOR REQUEST CUSTOMIZATION

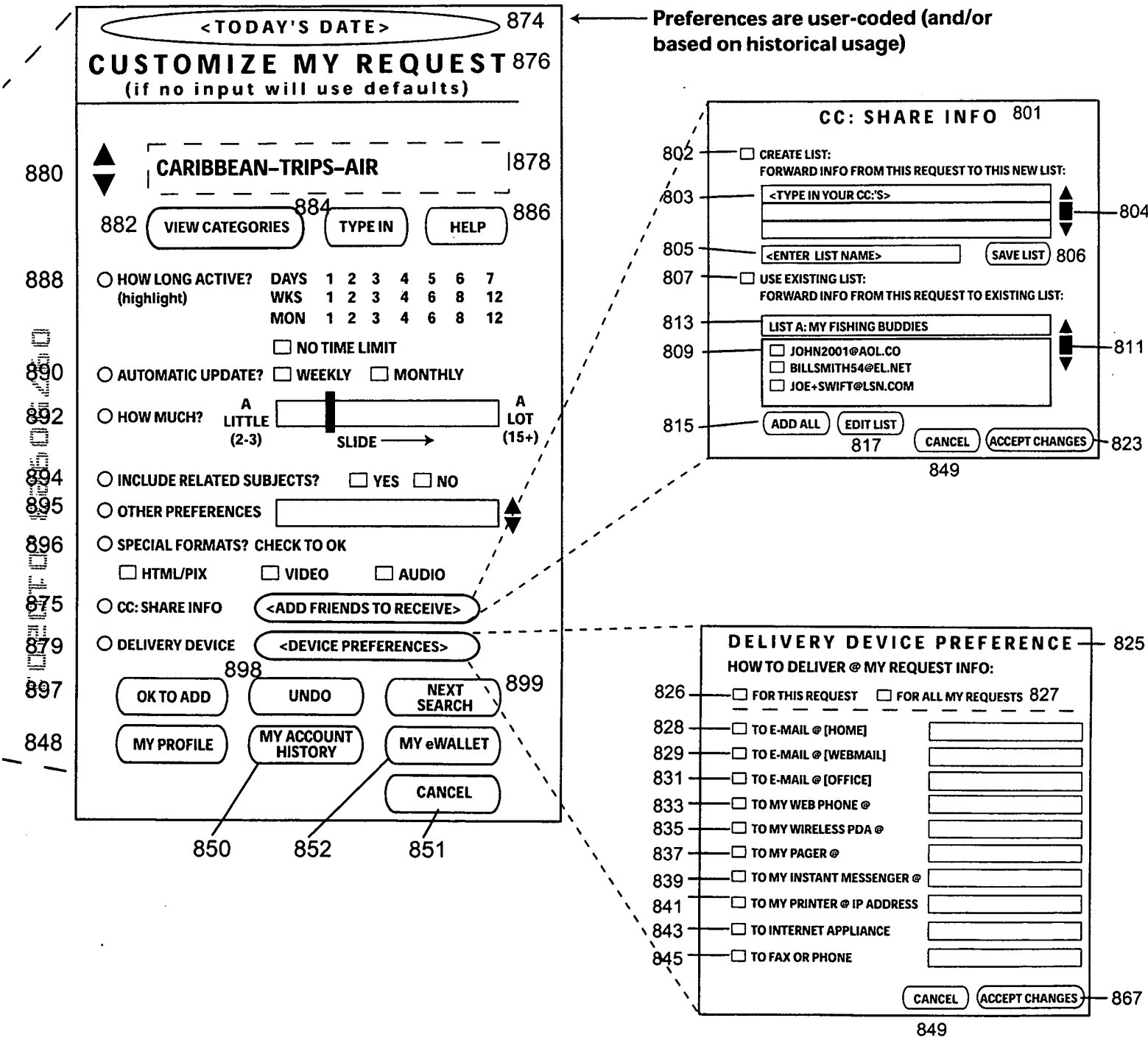


Figure 5b

# "AT MY REQUEST"—GEOGRAPHIC REQUEST SPECIFICATION PANEL

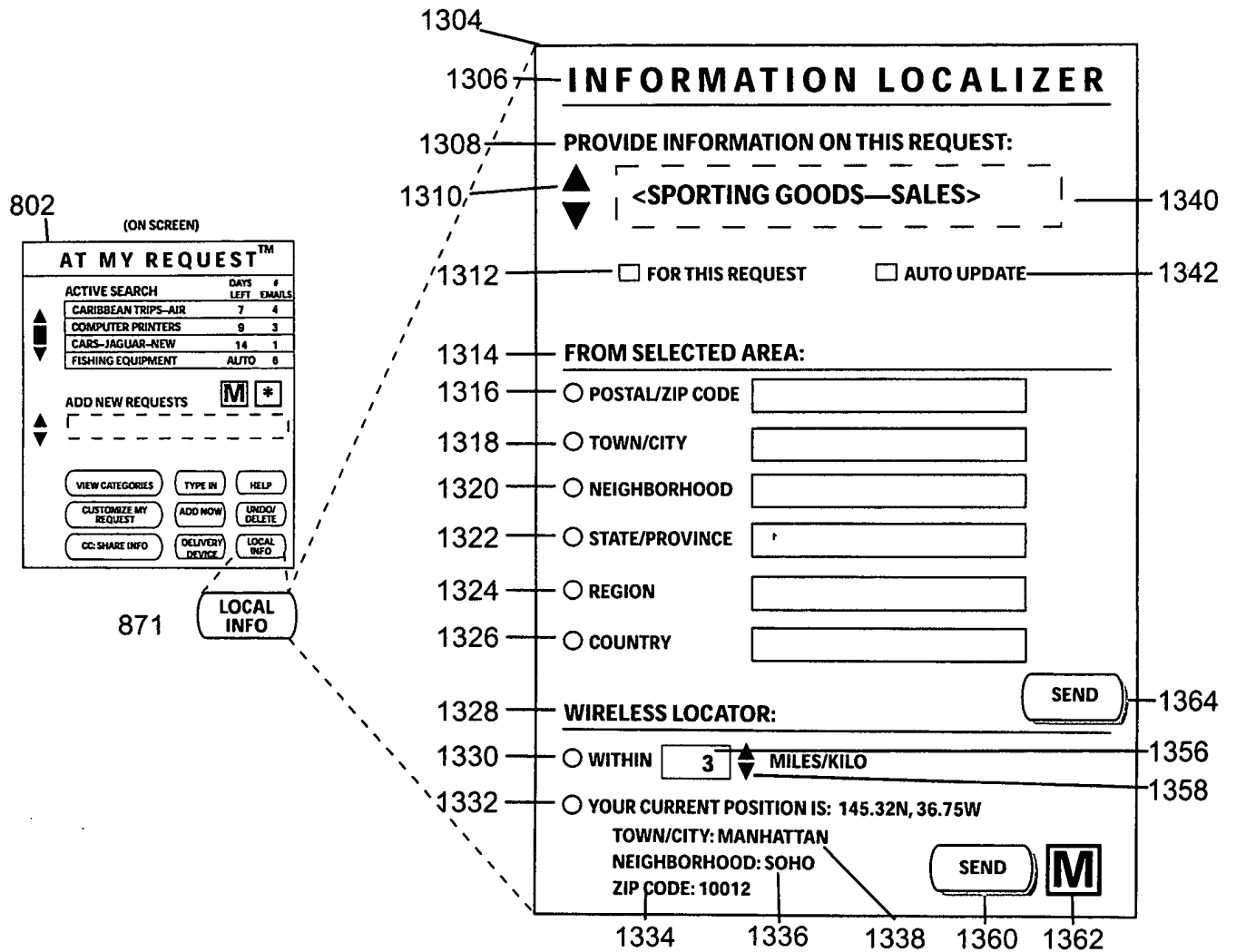


Figure 6

# "AT MY REQUEST"—DETAIL OF CUSTOMIZATION ENGINE

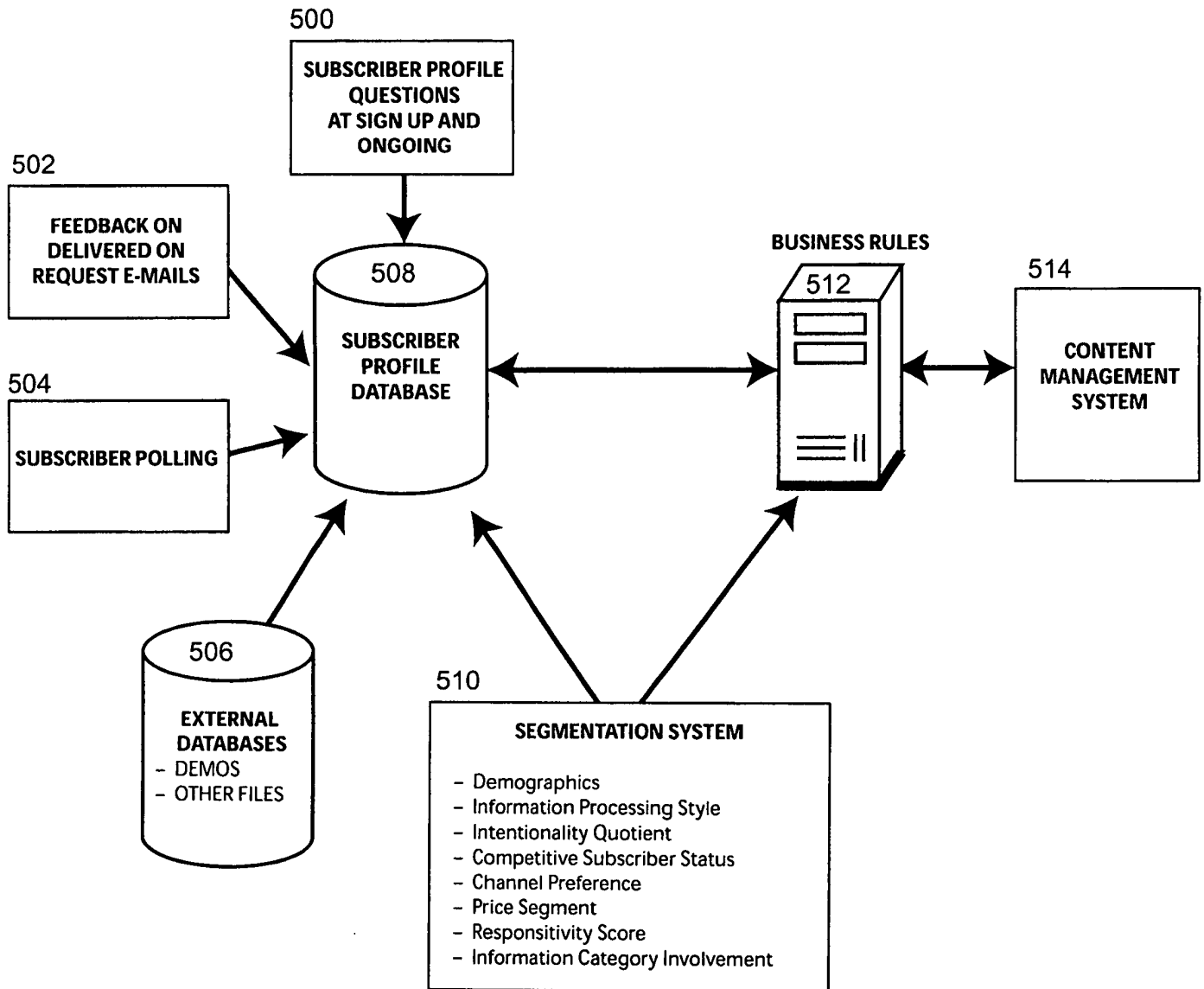


Figure 7



# "AT MY REQUEST"—REPRESENTATION OF CENTRAL POSTING SYSTEM OF ACTI

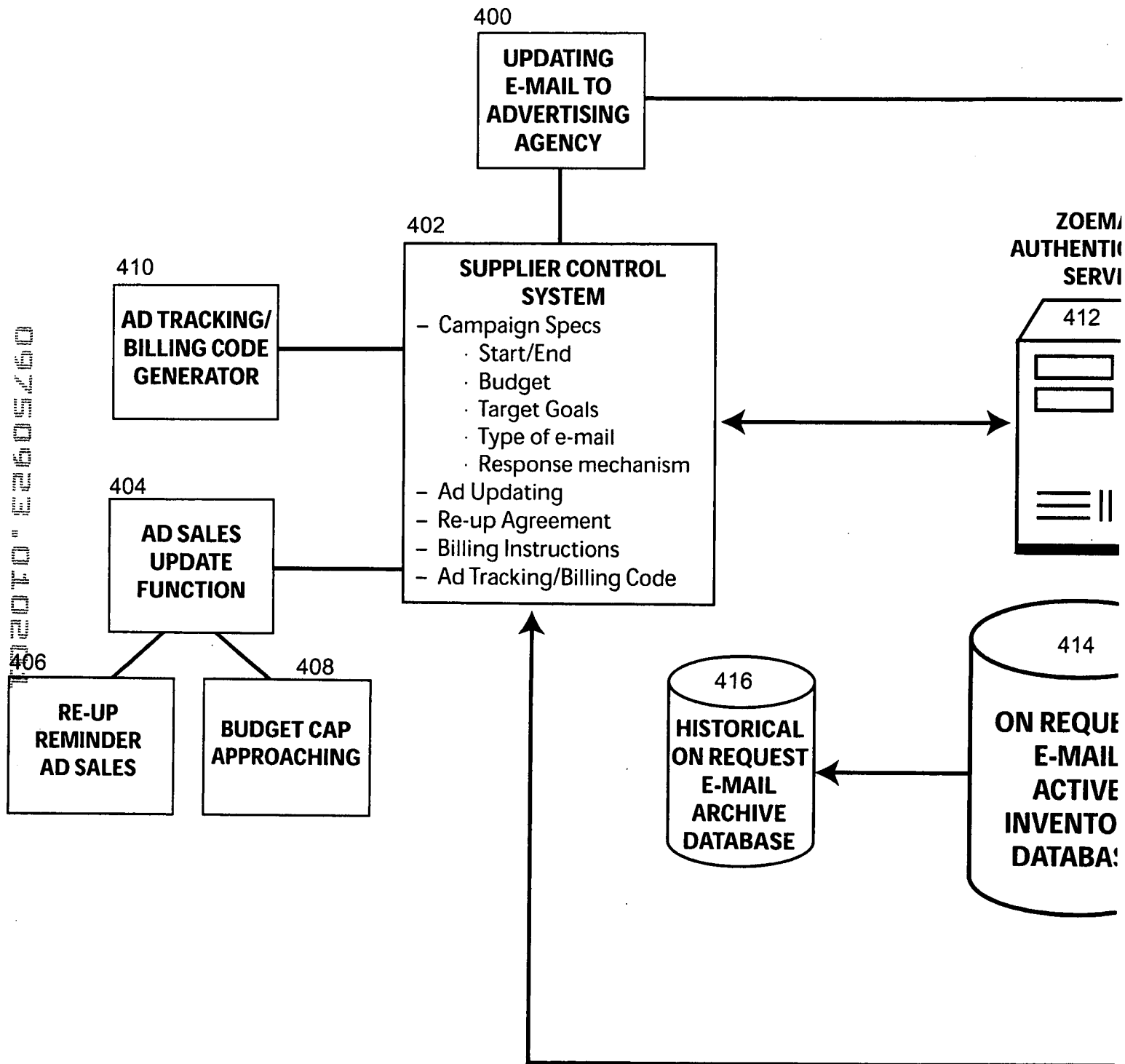


Figure 8a

E E-MAIL INVENTORY—WITH TWO ALTERNATIVE MEANS OF UPDATING

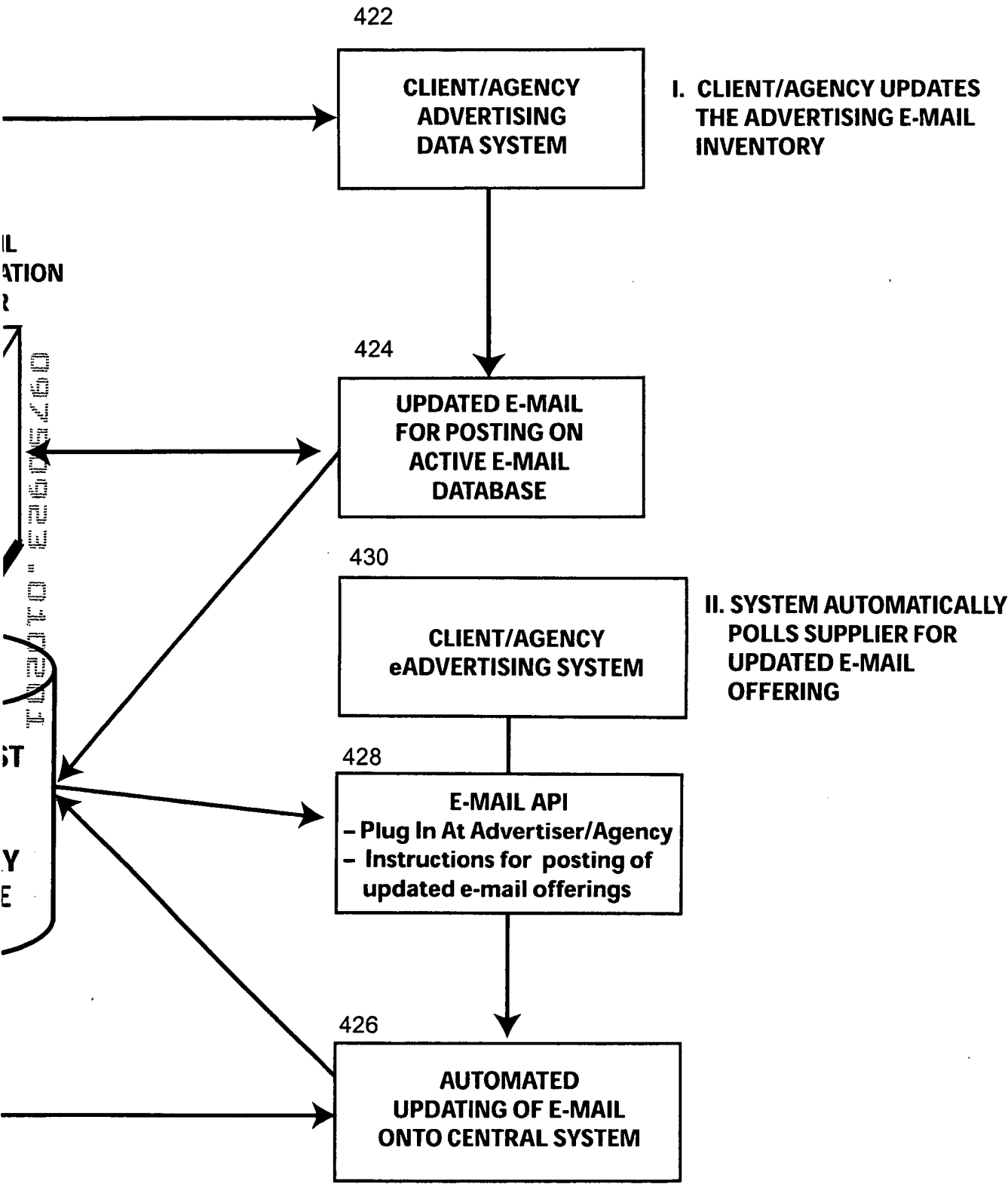


Figure 8b



# "AT MY REQUEST"—SUPPLIER CAMPAIGN PLANNING INTERFACE

1525 DATE: TIME: 1527

<b>BRAND:</b> _____ <b>PRODUCT:</b> _____ <b>CAMPAIGN:</b> _____ <b>Name:</b> _____ <b>Execution(s):</b> _____ <b>Format:</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only <b>Promotional Offer:</b> _____ <b>Promotional Updating:</b> _____ <input type="button" value="View e-Mail"/>			<b>PERFORMANCE GOALS</b> <b>Delivery:</b> _____ <b># Responses:</b> _____ <b>% Response:</b> _____ <b>Cost Per Response:</b> _____								
<b>TIME FRAME</b> <b>Start Date:</b> _____ <b>End Date:</b> _____ <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close <b>Soft Close Criteria:</b> <input type="checkbox"/> Continue to delivery goal <input type="checkbox"/> Add to budget (see below)			<b>TARGET DEFINITION</b> <b>Run of Service:</b> _____ <b>Demographic Preferences:</b> _____ <b>Purchase Intentionality</b> _____ <b>Targeting Hierarchy:</b> _____								
<b>BUDGET</b> <table border="1"> <thead> <tr> <th>ORIGINAL</th> <th>REVISE 1</th> <th>REVISE 2</th> </tr> </thead> <tbody> <tr> <td colspan="3"> <input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)                             </td> </tr> </tbody> </table>			ORIGINAL	REVISE 1	REVISE 2	<input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)			<b>OPTIMIZATION FUNCTIONS</b> <input type="checkbox"/> # Responses <input type="checkbox"/> Cost per Response <input type="checkbox"/> Opti*Mark (Cross Media) <b>BANNER AD INTEGRATION</b> <b>Cross Support Planning</b> _____		
ORIGINAL	REVISE 1	REVISE 2									
<input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)											
<b>ROTATION</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <b>IF yes, rotate executions*</b> <input type="checkbox"/> To same recipient within ____ days <input type="checkbox"/> If cost per response falls ____% over goal <b>* Execution codes for rotation</b> _____ _____ _____ _____			<b>PRODUCT CLASSIFICATION SUMMARY</b> <b>Category:</b> _____ <b>Sub-category:</b> _____ <b>SKU:</b> _____ <b>Price/Range:</b> _____ <b>Promotional Type:</b> _____ <input type="button" value="Classification Interface"/> 1515								
<table border="1"> <tr> <td><input type="button" value="Revision History"/></td> <td><input type="button" value="Acct. Mgt."/></td> <td><input type="button" value="Classify"/></td> <td><input type="button" value="Results Time:"/></td> </tr> </table>						<input type="button" value="Revision History"/>	<input type="button" value="Acct. Mgt."/>	<input type="button" value="Classify"/>	<input type="button" value="Results Time:"/>		
<input type="button" value="Revision History"/>	<input type="button" value="Acct. Mgt."/>	<input type="button" value="Classify"/>	<input type="button" value="Results Time:"/>								

1517

1519

1521

1523

Figure 9b

DATE: 1619 TIME: 1621

"AT MY REQUEST"—E-MAIL PRODUCT/INFORMATION CLASSIFICATION INTERFACE

1700	DATE: 1754 TIME: 1756	
1702	BRAND: _____ PRODUCT: _____ CAMPAIGN: _____ E-MAIL: _____ <input type="button" value="VIEW E-MAIL"/>	Start Date: _____ End Date: _____ <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close <input type="button" value="SEE ORIGINAL"/> <input type="button" value="EDIT"/>
1704	Category: _____	PROMOTIONAL OFFER
1706	Sub-category 1: _____	Promo Type: _____
1708	Sub-category 2: _____	<input type="checkbox"/> Rebate 1774 <input type="checkbox"/> Free Premium 1784
1710	Sub-category 3: _____	<input type="checkbox"/> Instant Refund 1776 <input type="checkbox"/> Self-Liquidator 1786
1712	Sub-category 4: _____	<input type="checkbox"/> Coupon Voucher 1778 <input type="checkbox"/> Referral Incentive 1788
1714	Sub-category 5: _____	<input type="checkbox"/> Two-Fer 1780 <input type="checkbox"/> Other: _____
1716	Sub-category 6: _____	Promo Start Date: _____
1718	Sub-category 7: _____	Promo End Date: _____
1720	Sub-category 8: _____	Incremental cost for promo: _____
1722	Sub-category 9: _____	Per Use \$ _____ Budget \$ _____
1724	Sub-category 10: _____	Criteria for promo duration: _____
1726		<input type="checkbox"/> # Responses _____
1728		<input type="checkbox"/> Promo \$ _____
1730		
1732		
1734		
1736		
1738	PRICING	BANNER AD INTEGRATION
1740	keep posted until	Ad: <Headline>
1742		Code: _____
1744	Base Price: \$ _____	Start Date: _____
1746	Special Offer to Preferred Customer \$ _____	End Date: _____
1748	1st Reduction \$ _____	When Run:
1750	2nd Reduction \$ _____	<input type="checkbox"/> When Request is Made 1721
1752	3rd Reduction \$ _____	<input type="checkbox"/> After First e-Mail Sent 1723
		<input type="checkbox"/> With Each New e-Mail Group 1725
		<input type="checkbox"/> At Reply 1727
		<input type="checkbox"/> Stop After Request Not Active 1729
		<input type="checkbox"/> Continue After Request Not Active 1731
		1733   1735   1737
		<input type="button" value="Acct. Mgt."/> <input type="button" value="Planning"/> <input type="button" value="Results"/>

Figure 9d

# "AT MY REQUEST"—SUBSCRIBER HISTORY

*(maintained by system as secure, private data)*

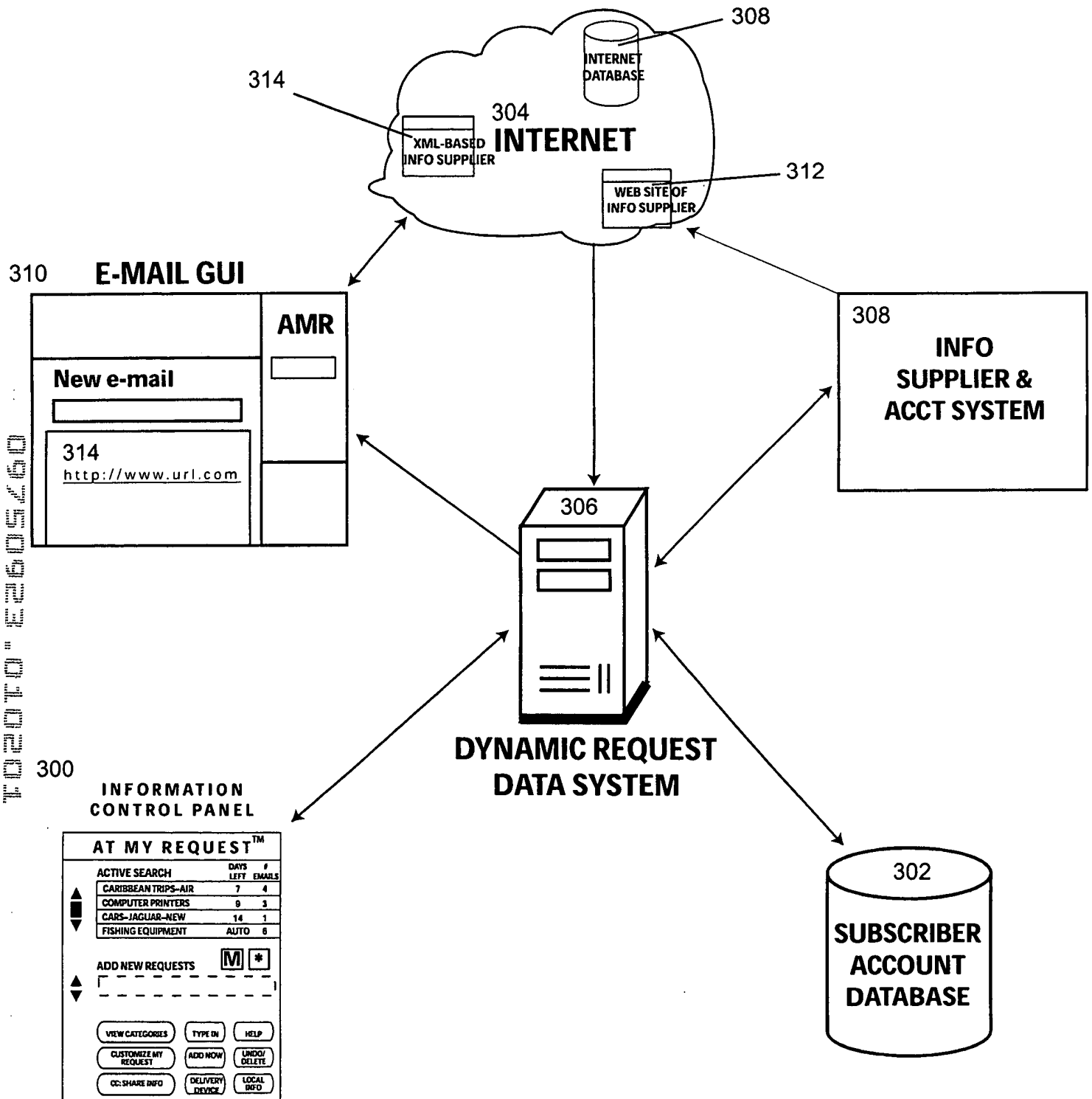
FIGURE 10 "E2505250"

1001	<b>&lt;HISTORICAL/AUDIT&gt;</b>		
1002	<b>USER:</b> john2000@zoemail.com		
1004	<b>AMR SUMMARY:</b>		
1)	<b>Request start Date</b>	<b>Category</b>	<b>End Date Set</b>
1008	8/1/00	Caribbean Trip	8/10/00
1018	<b>SUMMARY OF ITEMS RECEIVED:</b>		<b>SUMMARY ACTIONS:</b>
1022	8/1 – EMPIRE TRAVEL 0745112		DWO (= delete w/o opening)
1024	8/2 – AMERICAN EXPRESS 7544117		OD (open/delete)
1026	8/2 – AMERICAN AIRLINES 6744112		OF/john@aol.com (open/forward)
1028	8/2 – CONTINENTAL AIR 6441178		ORF/betty@idt.net (open/respond/forward)
1030	8/15 –		REQUEST DELETED
1003	2) etc.		

Figure 10

# AT MY REQUEST ALTERNATIVE EMBODIMENT

## USER ACCOUNT-DRIVEN, SEARCH ENGINE-BASED REQUEST FULFILLMENT SYSTEM

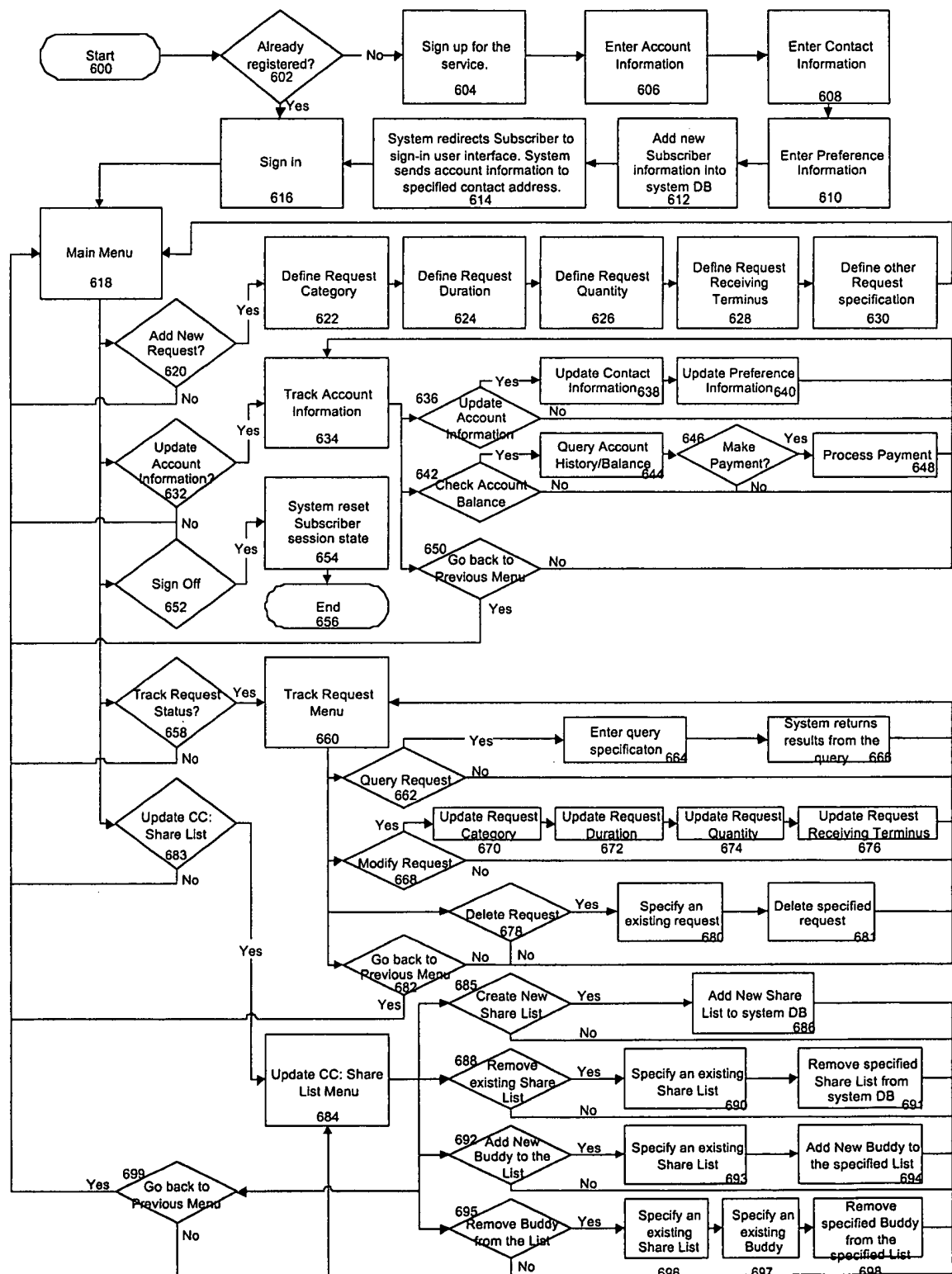


This is an alternative system to the primary system of Figure 1

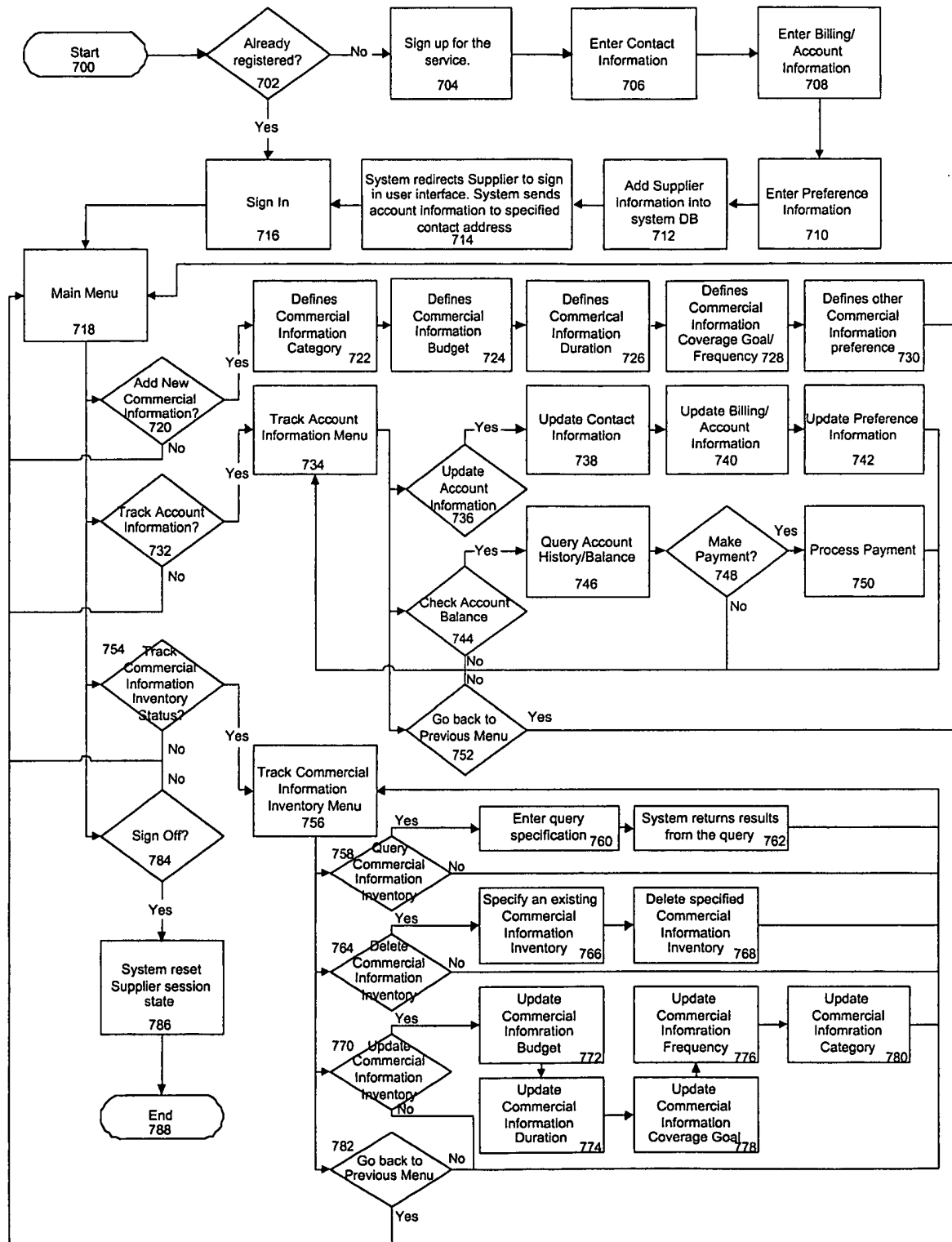
Figure 11



# SUBSCRIBER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



# SUPPLIER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



# SYSTEM USE CASE FLOW CHART

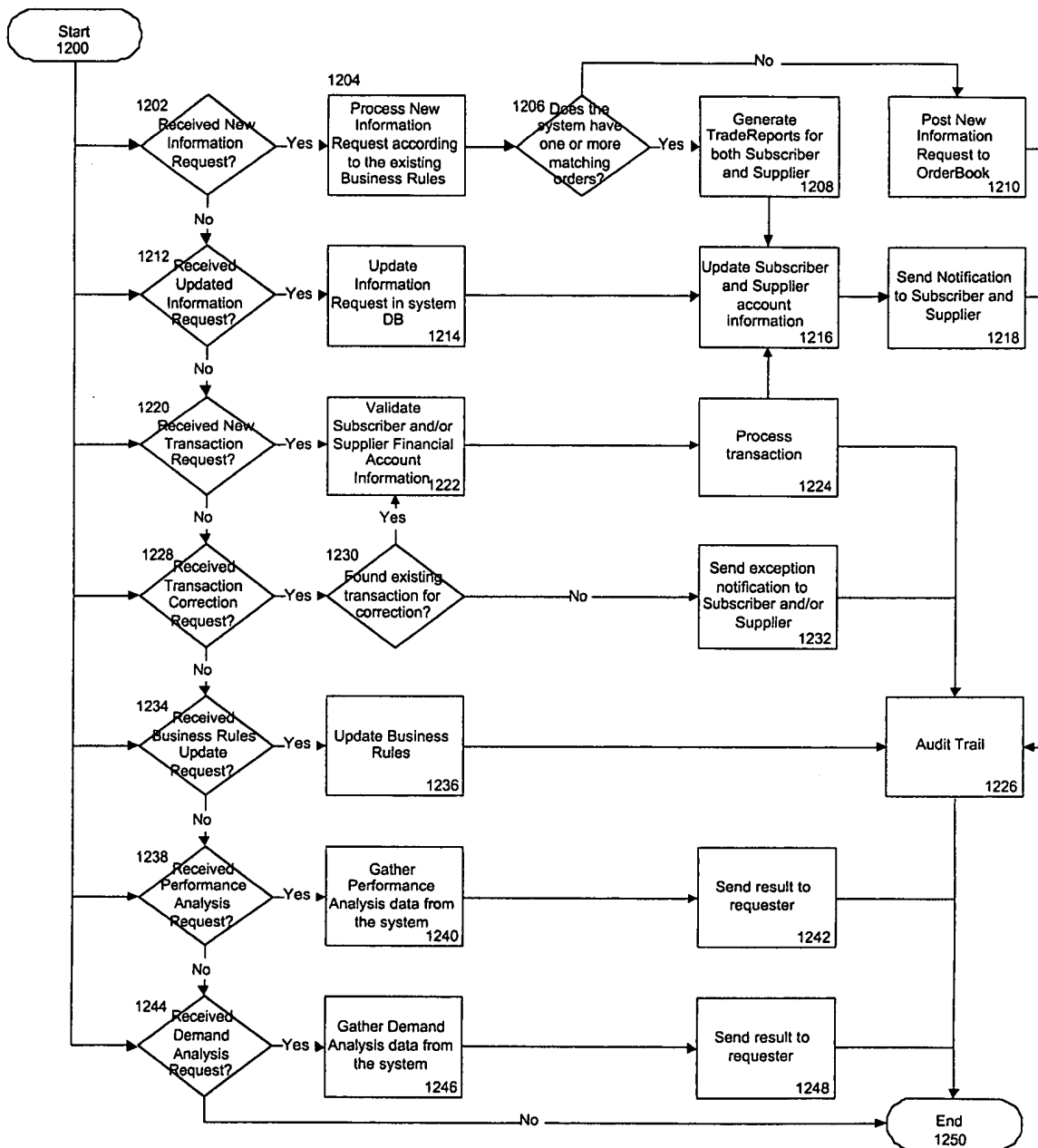


Figure 14